

Situation Analysis:

- Historically overdeveloped among Hispanics.
- Recently periodic softness in all regions except 4.
- Varying business issues in each region
 - Camel in Region 5
 - Newport in Region 1
 - Discount in Region 3.
- Majority of population resides in 10 markets.
- Fastest growing population segment.

Conclusions:

- Emerging tendency to affiliate with competitive brands.
- Defend and bolster leadership position.

Objectives:

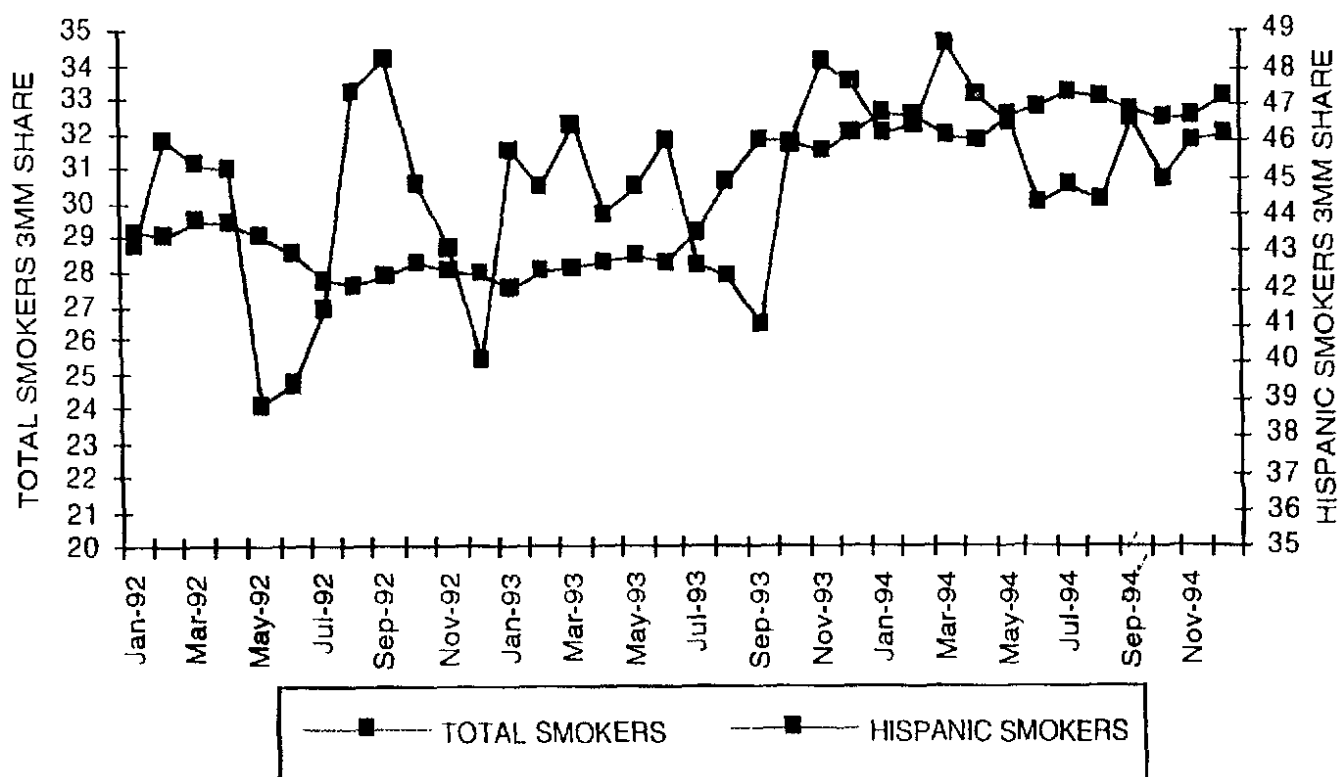
- Reverse recent consumer share erosion.
- Generate visibility and presence in key markets .
- Enhance the historically strong relationship between Spanish speaking smokers and Marlboro.
- Build identified Spanish speaking database.

Strategies:

- Quarterly retail promotions.
- Leverage retail presence, event support, and outdoor and print visibility to build "Big Brand" appeal.

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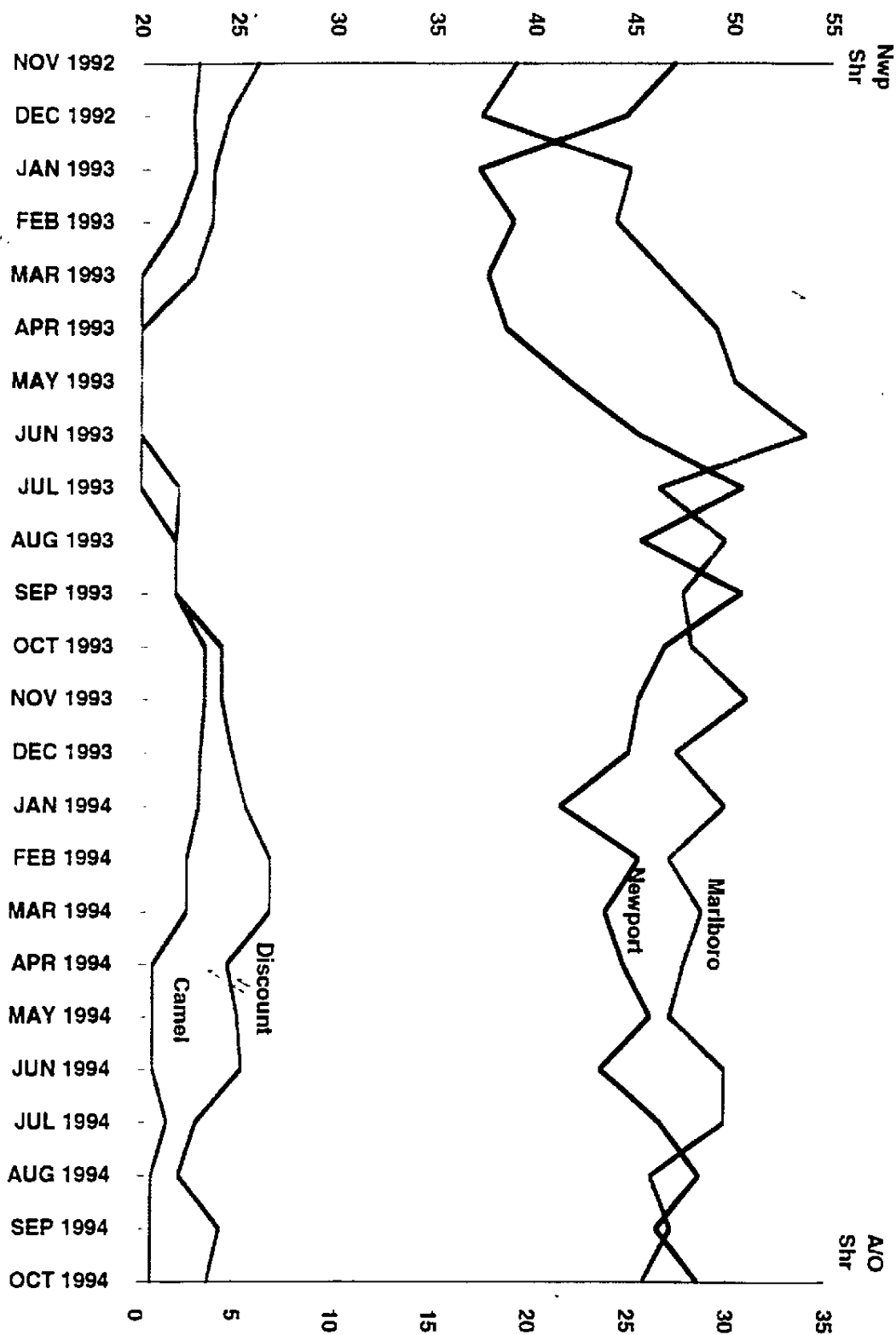
Marlboro 3MM Smoker Share



SOURCE: SMOKER TRACKING

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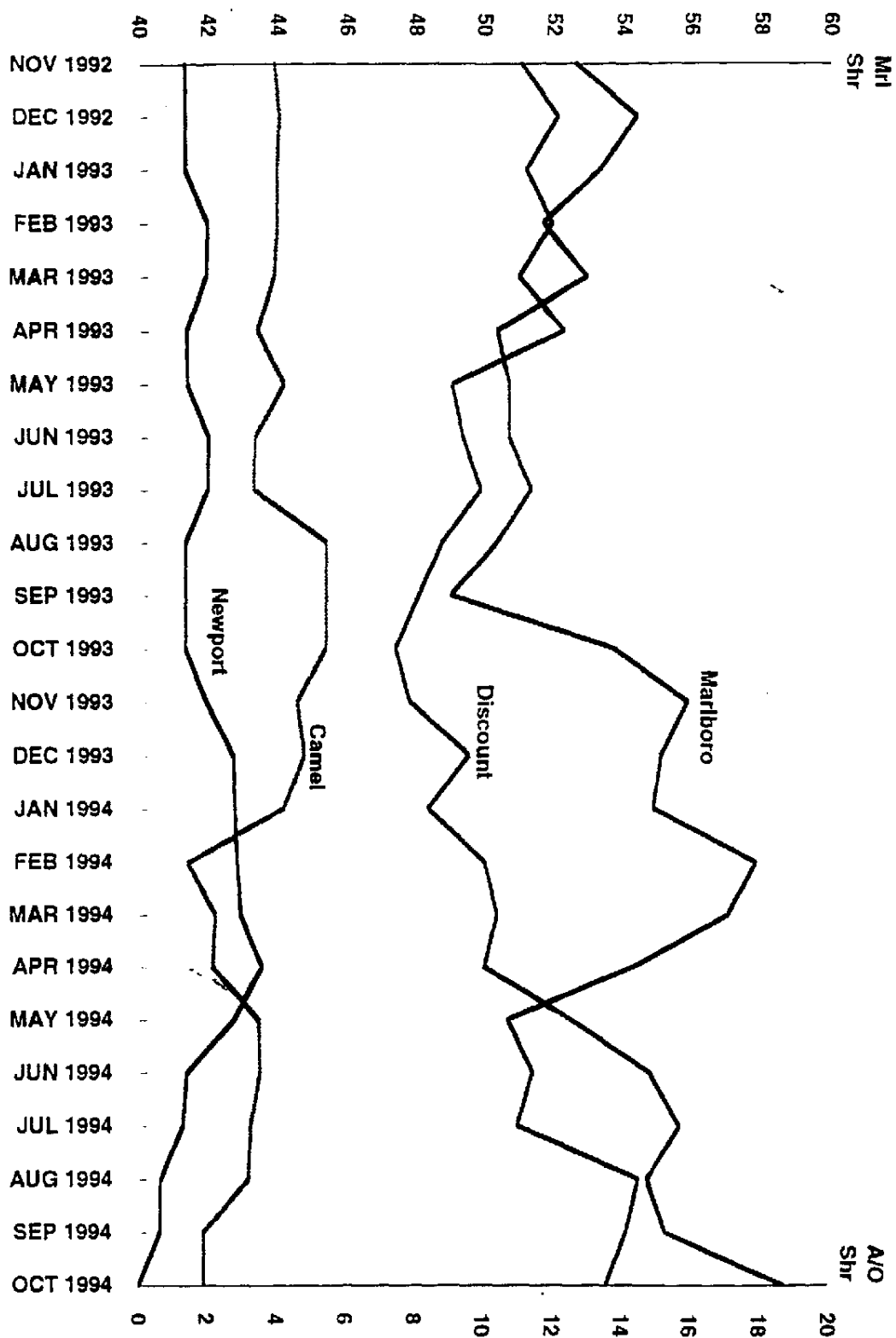
6MM HISPANIC SMOKER SHARE REGION 1



SOURCE: CONSUMER TRACKING

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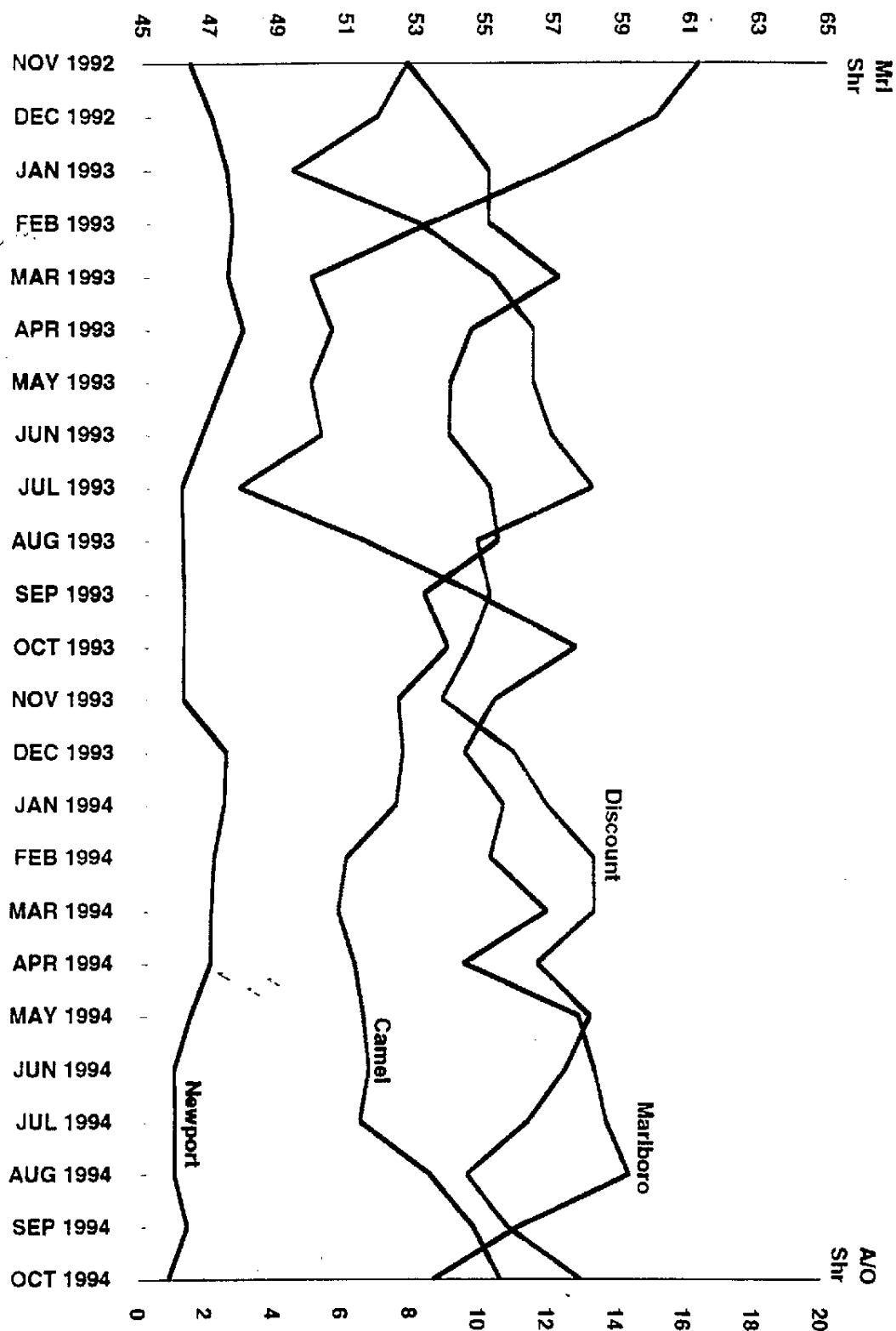
6MM HISPANIC SMOKER SHARE REGION 3



SOURCE: CONSUMER TRACKING

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6MM HISPANIC SMOKER SHARE REGION 5



SOURCE: CONSUMER TRACKING

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